

CLAIM AMENDMENTS

1. **(Currently Amended)** A computer implemented system that facilitates building a profile of a user comprising:

a processor communicatively coupled to a memory, said memory having stored thereon computer-executable instructions configured to implement a profile building system, the profile building system including:

~~at least one~~ an extraction component to extract semantic components of at least ~~one~~ a portion of a plurality of web pages;

~~at least one~~ an input component comprising a ~~plurality of~~ user interface buttons ~~to automatically reflect~~ having an appearance corresponding to context of each of the plurality of web pages to the user of the web page based in part on the semantic components of the at least ~~one~~ a portion of the plurality of web pages, the user interface button having a first appearance corresponding to a first context of a first web page and having a second appearance corresponding to a second context of a second web page, the first context being different from the second context and the first appearance being different from the second appearance to receive the user's selection of one or more of the plurality of user interface buttons; and

a profile component to populate and store the profile of the user and to indicate the user's selection by the user of the ~~one or more of the plurality of~~ user interface buttons with respect to one or more of the plurality of web pages for viewing by the user or other users, wherein

dissemination of at least a portion of the profile of the user is selective and controlled by the user.

2. **(Previously Presented)** The system of claim 1, further comprising a web browser.

3. **(Previously Presented)** The system of claim 1, further comprising a search engine.

4-6. **(Canceled)**

7. **(Currently Amended)** The system of claim 1, further comprising a profile review component to allow the user to review the profile, and/or edit the profile, or both.

8. **(Previously Presented)** The system of claim 1, further comprising an inference component to make declarations on behalf of the user.

9. **(Previously Presented)** The system of claim 8, wherein the inference component further comprises at least one of: a support vector machine (SVM), a naïve Bayes model, a Bayesian network, a decision tree, a Hidden Markov Model (HMM), neural network, data fusion engine.

10. **(Previously Presented)** The system of claim 8, wherein the inference component further comprises a classifier.

11. **(Previously Presented)** The system of claim 8, wherein the inference component is to further infer when to make a declaration on behalf of the user.

12. **(Previously Presented)** The system of claim 1, further comprising a privacy-preserving searching component to enable the user to search for others who have a similar profile as the user.

13. **(Canceled)**

14. **(Previously Presented)** The system of claim 1, wherein the profile of the user comprises information relating to opinions, expertise, and experiences of the user.

15. **(Canceled)**

16. **(Currently Amended)** A computer-implemented method that facilitates creating user profile comprising:

extracting ~~from a web page~~ first semantic components of ~~from~~ at least one portion of the a first web page;

providing one or more first input components comprising ~~a plurality of one or more~~ first user interface buttons, each of the first user interface buttons automatically reflecting having an appearance corresponding to a context to the user of the first web page based in part on the first semantic components ~~of the at least one portion of the web page~~;

receiving ~~the user's selection by the user of at least one of the one or more~~ of the plurality of first user interface buttons;

extracting second semantic components from at least a portion of a second web page;

providing one or more second input components comprising one or more second user interface buttons, each of the second user interface buttons having an appearance corresponding to a context of the second web page based in part on the second web page semantic components, at least one of the second user interface buttons having a respective appearance that is different from a respective appearance of at least one of the first user interface buttons;

receiving selection by the user of at least one of the second user interface buttons; and

populating the user profile based, at least in part, on the selection of the at least one first user interface button and the selection of the at least one second user interface

~~button with the user's selection of the one or more of the plurality of user interface buttons for viewing by the user or other users; and~~

~~disseminating at least a portion of the user profile to the other users, the dissemination of the user profile being selected and controlled by the user.~~

17-20. (Canceled)

21. **(Currently Amended)** The computer-implemented method of claim 16, further comprising morphing the one or more first user interface buttons into the one or more second user interface buttons ~~plurality of user interface buttons~~ based at least in part upon a change from the first web page semantic components to the second web page semantic components ~~in the semantic components of the at least one portion of the web page.~~

22. **(Currently Amended)** The computer-implemented method of claim 21, wherein the morphing of the one or more first user interface buttons into the one or more second user interface buttons ~~plurality of user interface buttons~~ is based at least in part upon user behavior with respect to movement of a pointer device.

23. **(Previously Presented)** The computer-implemented method of claim 22, wherein the pointer device comprises a mouse.

24. **(Currently Amended)** The computer-implemented method of claim 16, wherein the semantic components of the at least one portion of the first web page are based at least in part upon declarations previously annotated to the user profile by the user.

25. **(Previously Presented)** The computer-implemented method of claim 16, further comprising at least one of reviewing or editing the user profile by the user.

26. **(Previously Presented)** The computer-implemented method of claim 16, wherein populating the user profile is performed implicitly by the user.

27. **(Currently Amended)** The computer-implemented method of claim 16, further comprising inferring selection by the user of the at least one first user interface button, the at least one second user interface button, or both, based, at least in part, on previous selections of user interface buttons by the user ~~wherein populating the user profile is performed by an inference component inferring the user's selection of the one or more of the plurality of user interface buttons.~~

28. **(Currently Amended)** A computer-implemented method that facilitates conveying information about a user to other users, comprising:

receiving agreement from a user to opt-in to a user profile system;

adding a button to a user interface, at least partly in response to receiving the agreement from the user to opt-in to the user profile system, the button having an appearance corresponding to a context of web pages viewed by the user via the user interface;

browsing information stored on a web page via the user interface;

receiving selection of the button on the user interface, the selection of the button indicating selectively making at least one a declaration about at least one portion of the web page based at least in part on selecting one or more of a plurality of use interface buttons that automatically reflect context of the at least one portion of the web page;
and

populating a user's personal profile of the user with the at least one declaration;
and

selectively sharing a portion of the user's personal profile with the other users,
the selective sharing maintained and controlled by the user.

29. **(Canceled)**

30. **(Previously Presented)** The computer-implemented method of claim 28, wherein the method is performed at least in part by a web browser.

31. (Canceled)

32. (Currently Amended) A computer-readable storage medium having stored thereon instructions executable by a processor to perform operations comprising the following computer-executable components:

extracting semantic components of at least a portion of a web page;

providing content of the web page via a user interface, the user interface including a button having an appearance corresponding to context of the web page based on the semantic components, the button being selectable to indicate a respective declaration about the content of the web page; and

automatically populating a profile of a user in response to selection of the button

~~at least one extraction component to extract semantic components of at least one portion of a web page;~~

~~at least one input component, the input component comprising a plurality of user interface buttons to automatically reflect context to the user of the web page based in part on the semantic components of the at least one portion of the web page to receive the user's selection of one or more of the plurality of user interface buttons; and~~

~~a profile component to populate and store a profile of the user to indicate the user's selection of the one or more of the plurality of user interface buttons for viewing by the user or others, wherein dissemination of at least a portion of the profile of the user is selective and controlled by the user.~~

33-35. (Canceled)

36. **(Currently Amended)** A computer implemented system that facilitates building a profile comprising:

a processor communicatively coupled to a memory, said memory having stored thereon computer-executable instructions configured to implement the profile building system, the profile building system including:

at least one extraction component to extract first semantic components of at least one portion of a first web page and to extract second semantic components of at least a portion of a second web page;

at least one input component comprising a plurality of user interface buttons, each of the user interface buttons having an appearance corresponding to a context of the first web page to the user of the web page based in part on the first semantic components when the first web page is being viewed of the at least one portion of the web page, at least one of the user interface buttons morphing based on differences between the first semantic components and the second semantic components when the second web page is being viewed, and each of the user interface buttons is selectable to indicate ~~receiving the user's selection of one or more of the plurality of user interface buttons; wherein the plurality of user interface buttons at least in part relate to at least one of an emotional response of the user, an experience of the user, a desire of the user, a philosophy of the user, a preference of the user, a goal of the user, an opinion of the user, relevance to the user, a theology of the user, an insight of the user, and a conception of the user, or combinations thereof;~~ and

a profile component to populate ~~and store~~ the profile of the user based on selection by the user of one or more of the plurality of user interface buttons, the user's

~~selection of the one or more of the plurality of user interface buttons for viewing by the user or other users, wherein dissemination of at least a portion of the profile of the user is selective and controlled by the user.~~